What is claimed is:

1   1.   A system for automatically targeting Web-based advertisements,
2 comprising:
3   an indexer to identify advertisements relative to a query, wherein
4 identified advertisements describe characteristics relative to at least one of a
5 product and a service;
6   a scorer to score the advertisements according to match between the query
7 and the characteristics of the identified advertisements; and
8   a targeting component to provide at least some of the advertisements as
9 Web-based content.

1   2.   A system according to Claim 1, wherein a numerical score is
2 assigned to the identified advertisements based on a degree of the match.

1   3.   A system according to Claim 2, wherein the numerical score is
2 determined relative to at least one of a content match and a categorical match.

1   4.   A system according to Claim 2, further comprising:
2   a sorter to sort at least some of the identified advertisements by the
3 numerical score.

1   5.   A system according to Claim 4, further comprising:
2   a selector to select at least some of the sorted identified advertisements
3 relative to a predefined threshold.

1   6.   A system according to Claim 1, further comprising:
2   a filter to filter the identified advertisements relative to at least one of a
3 country, locale, language, and daily budget.

1   7.   A system according to Claim 1, further comprising:
2   a ranker to rank the identified advertisements using a selection criteria and
3 ordering at least some of the ranked identified advertisements.

1   8.   A system according to Claim 7, further comprising:

2   a selector to select at least some of the ordered identified advertisements

3   relative to a ranking cutoff.

1   9.   A system according to Claim 7, further comprising:

2   an evaluator to evaluate the selection criteria based on at least one of a

3   fixed cost, variable cost, and random factor associated with one or more of the

4   identified advertisements.

1   10.   A system according to Claim 9, wherein at least one of an

2   acceptable fixed cost and an acceptable variable cost is applied as the selection

3   criteria.

1   11.   A system according to Claim 9, wherein at least one of the fixed

2   cost and the variable cost is provided as part of the characteristics of the identified

3   advertisements.

1   12.   A system according to Claim 1, further comprising:

2   an advertising creative generator to generate an advertising creative based

3   on the characteristics of at least one such identified advertisement.

1   13.   A system according to Claim 12, wherein the advertising creative

2   is provided as part of the at least some of the advertisements.

1   14.   A system according to Claim 1, wherein the advertising creative is

2   provided as at least one of a hint provided with at least one such identified

3   advertisement, predefined text, a precomputed advertising creative, and a cached

4   advertising creative.

1   15.   A method for automatically targeting Web-based advertisements,

2   comprising:

3   identifying advertisements relative to a query, wherein identified

4   advertisements describe characteristics relative to at least one of a product and a

5   service;

6   scoring the advertisements according to match between the query and the

7 characteristics of the identified advertisements; and

8   providing at least some of the advertisements as Web-based content.

1   16.   A method according to Claim 15, further comprising:

2   assigning a numerical score to the identified advertisements based on a

3 degree of the match.

1   17.   A method according to Claim 16, further comprising:

2   determining the numerical score relative to at least one of a content match

3 and a categorical match.

1   18.   A method according to Claim 16, further comprising:

2   sorting at least some of the identified advertisements by the numerical

3 score.

1   19.   A method according to Claim 18, further comprising:

2   selecting at least some of the sorted identified advertisements relative to a

3 predefined threshold.

1   20.   A method according to Claim 15, further comprising:

2   filtering the identified advertisements relative to at least one of a country,

3 locale, language, and daily budget.

1   21.   A method according to Claim 15, further comprising:

2   ranking the identified advertisements using a selection criteria; and

3   ordering at least some of the ranked identified advertisements.

1   22.   A method according to Claim 21, further comprising:

2   selecting at least some of the ordered identified advertisements relative to

3 a ranking cutoff.

1   23.   A method according to Claim 21, further comprising:

2   evaluating the selection criteria based on at least one of a fixed cost,

3 variable cost, and random factor associated with one or more of the identified

4 advertisements.

1   24. A method according to Claim 23, further comprising:

2   applying at least one of an acceptable fixed cost and an acceptable variable

3 cost as the selection criteria.

1   25. A method according to Claim 23, further comprising:

2   providing at least one of the fixed cost and the variable cost as part of the

3 characteristics of the identified advertisements.

1   26. A method according to Claim 15, further comprising:

2   generating an advertising creative based on the characteristics of at least

3 one such identified advertisement.

1   27. A method according to Claim 26, further comprising:

2   providing the advertising creative as part of the at least some of the

3 advertisements.

1   28. A method according to Claim 15, further comprising:

2   providing the advertising creative as at least one of a hint provided with at

3 least one such identified advertisement, predefined text, a precomputed

4 advertising creative, and a cached advertising creative.

1   29. A computer-readable storage medium holding code for performing

2 the method according to Claim 15.

1   30. An apparatus for automatically targeting Web-based

2 advertisements, comprising:

3   means for identifying advertisements relative to a query, wherein

4 identified advertisements describe characteristics relative to at least one of a

5 product and a service;

6   means for scoring the advertisements according to match between the

7   query and the characteristics of the identified advertisements; and

8   means for providing at least some of the advertisements as Web-based

9   content.